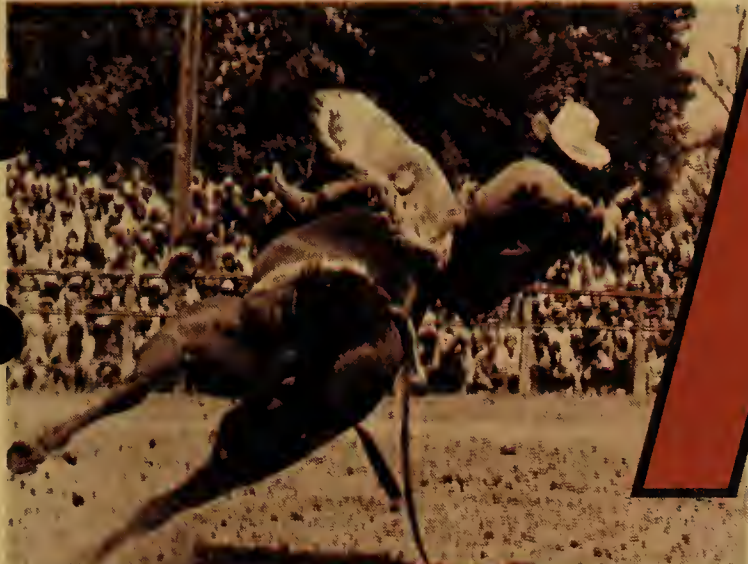


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# TRAVEL NEWS MONTANA

TRAVEL PROMOTION UNIT, DEPT. OF HIGHWAYS, HELENA, MONTANA 59601 • VOL. 4, NO. 2, 1977

## 4TH ANNUAL CONFERENCE FOCUSES ON TOURISM

Energy turned into synergy at the 4th Annual Governor's Conference on Travel. Representatives of the travel industry from all over the state met in Helena at the Colonial Inn March 17 and 18 to share ideas, get information, and renew their vigor to make Montana's beautiful industry even more successful.



G. HAROLD NORTHRUP

Governor Thomas L. Judge was the featured speaker at the kick-off luncheon. "We must seek development of our state that will not degrade the environment," said Judge. Travel, as he pointed out, is the only industry that is both non-polluting and renewable. Steps for the future, according to Judge, are "finding creative and innovative ways to bring more travelers to our state for our own economic well

being," and "learning to appreciate travelers more."

G. Harold Northrup, of Pine Mountain, Georgia, Director of Discover America Travel Organizations, commenting that Montana has a wealth of natural sites to promote for visitor enjoyment, said "Some states spend millions just building attractions and then spend more to promote those attractions, but Montana just has to promote." He added, "Mother Nature did the rest."

The two days included panel discussions, with question and answer sessions. Travel attractions, events, people and places were the focus of one session, "What's New Around the State." Richard Peterson, superintendent of the Grant-Kohrs National Historic Site, showed slides of the restoration process going on at this historic ranch near Deer Lodge. Backpacking in eastern Montana was the subject of a talk by Rick Graetz of Helena, publisher of Montana Magazine. The Snowmobile Association was represented by Judy Rue of McLeod. Bill Flint, Chief, Public Affairs Staff, Bureau of Land Management, presented a slide show that followed the Lewis and Clark journey up the Missouri River.

A Fish and Game Department panel led a discussion of the relationship between people, wildlife and natural environment in the state. Ron Holliday, planner for the

Department, said studies showed that 1.9 million nights of camping took place in the developed areas last July alone, and added that this figure is expected to increase next summer. The synergism between the Chamber of Commerce and the Travel Promotion Unit was lauded as a rare exception in today's world. He said he hoped that the conference would be a spring-board for more synergism so that the "big sky" recreation jungle will be easier to manage, benefiting both Montanans and recreationists from other states.

Moderators for both panels were Buck Boles, Montana Chamber of Commerce, and Suzy Koch, President of Montana Travel Hosts. These organizations co-hosted the Travel Conference with the Travel Promotion Unit. (continued on page 6)



JOHN TOWNSLEY



# NEW HOLLYWOOD FILM FOR HELENA LOCATION



"Grey Eagle" Producer/Director Charles B. Pierce and Mike Selsman Production Executive.

Governor Thomas A. Judge has announced that Helena will be the location of a new Charles B. Pierce film slated to go into production starting May 30.

The film, "Grey Eagle," will star Academy Award winner Ben Johnson with Jack Elam and a big name supporting cast, and will be distributed by American International. Filming in the Helena location is expected to last approximately two months and will involve locations all around the Helena area, ac-

cording to Production Executive Mike Selsman.

Johnson was previously winner of the Best Supporting Actor Academy Award for his performance in "The Last Picture Show." Iron Eyes Cody will play the role of Grey Eagle in the mid-1880's film.

Pierce has previously produced two films on Montana locations—"Winterhawk" in 1975 and "The Winds of Autumn" last year, both filmed in the Kalispell area.

## TRAVEL DIRECTOR NEW USTS CHIEF

A closer relationship between Congress and the United States Travel Service is a priority of Fabian Chavez, newly appointed to succeed Creighton Holden as head of USTS.

Chavez was travel director of New Mexico for four years and for two years was that state's Director of the Department of Development. In past months he has been chief legislative liaison for the governor of New Mexico.

In commenting on his appointment, Chavez said he viewed work-

ing with Congress as a matter of generating as many advocates as possible so that when tourism affairs are affected by pending legislation there are voices in Congress to speak for tourism.

"Remember the energy crisis?" he asked. "No one was even considering its effects on tourism until we all got together as one voice that was finally heard."

Chavez also said he would like to see "more cooperative programs, involving the USTS, communities, and, especially, the private sector."

## PNTA GUIDE LISTS TOURS

A new four-state package tour guide for travel agents has been published by the Pacific Northwest Travel Association in cooperation with the state travel offices of Montana, Idaho, Oregon and Washington, according to Pat Downs, coordinator of the Tours Division of Montana's Travel Promotion Unit.

The guide lists more than 200 ATC approved package tours for accommodations and attractions, outdoor recreation, sightseeing (escorted as well as independent) and U-Drive tours. Tours run the gamut from wilderness backpacking and boating experiences to leisurely vacations at posh resorts. All packages have IT numbers and are commissionable.

Lee Merrill, Executive Secretary of PNTA, said it is hard to imagine a tour guide with more scenic attractions and outdoor recreation opportunities. "Our tours are priced very competitively and represent some of the most outstanding vacation values available anywhere," Merrill said.

More than 10,000 copies of the guide have been printed and are being distributed to travel agents throughout the United States. For information on the tour guide, write to the Travel Promotion Unit, Montana Highway Department, Helena, Montana 59601.

## DATO TRAVEL MART HELD IN PHOENIX

Travel agents from throughout the United States gathered in Phoenix this month to participate in the Discover America National Conference and Travel Mart.

Sponsored by DATO and the United States Travel Service, the National Travel Mart represented a major commitment by private industry and government to work with retail travel agents.



# AGENTS' TOUR SET FOR JUNE

Travel agents from southern California will be in Montana June 17-20 on the third Western Airlines FAM trip, coordinated by the Tours Division of the Travel Promotion Unit.

Hosted co-operatively with the Great Falls' Chamber of Commerce, the group of 30 will be visiting Great Falls, touring Malmstrom Air Force Base, and will stay at the Rainbow Hotel. From there they will come to Helena and stay at the Coach House Motor Inn. The tour will take a sight-seeing tour of Helena and the surrounding area including the Capitol, the Montana Historical

Society Museum, and the Gates of the Mountains boat trip. They will have lunch at the Stonehouse and dinner at the Overland Express. Next, will be Virginia City and Nevada City, where they will be based at the Nevada City Hotel. The tour will end with a lunch at Fairmont Hot Springs Resort, near Anaconda.

Familiarization tours are held regularly to acquaint out-of-state travel agents with Montana. This is a successful on-going program from the Montana Travel Promotion Unit, with Mrs. Pat Downs, Coordinator of Tours Division, as their guide.

# DID YOU KNOW?

That, according to the Discover America Travel Organization, each \$100 a traveler spends vacationing not only results in the traveler's satisfaction of his trip desires, but also generates 48 minutes of employment, \$26 for wages and salaries, and \$12 for Federal, state, and local taxes . . .

That the U.S. Dept. of Transportation expects the number of recreational boats to more than double by 1990, to 18.5 million boats operated by 35 million people . . .

That the Institute of Medicine of the National Academy of Science is currently studying the theory that vacation trips are a requirement to maintain mental health and that the work of the tourism industry answers our need for a respite for this over-worked nation . . .

That the Lewis and Clark expedition can be traced month by month around a 600-foot perimeter wall, covered with 15-foot-high color photomurals, at the new Museum of Westward Expansion at the Gateway Arch in St. Louis . . .

That, according to the U.S. Travel Data Center, Westerners spend \$31 more than the U.S. average on transportation — and \$44 more overall per person — on trips of 200 miles or more . . .

That vacationing tourists — according to the National Restaurant Association — give 60 per cent of their trade to fast-food places for lunch, but prefer to go to a good restaurant for dinner . . .

That reorganization of the Commerce Committee has made tourism champion Senator Daniel Inouye (D-Hawaii) chairman of the newly-formed Subcommittee on Merchant Marine and Tourism, giving him authority over both areas. On the House side, Rep. Fred Rooney of Pennsylvania returned as chairman of the Commerce Subcommittee on Transportation and Commerce.



Printed above is Montana Travel News' fresh, new look, with a logo newly designed for the Montana Travel Promotion Unit.

Created as a standard symbol for the Montana Travel Promotion Unit and using the Montana landscape as its basic design inspiration, the logo is being used in all of the Unit's printed material including envelopes, brochures, posters, and press kits.

Slick proofs, for use by individuals on printed material, are available through the Travel Promotion Unit. A variety of sizes, as shown above, are being offered in four basic styles of solid, outline, reversed, and screened. Six sizes of each style, printed on an 8½ x 14 sheet, will be sent to individuals requesting them. Address the Montana Travel Promotion Unit, Helena, 59601.



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# FACES AT TRAVEL ROUNDUP



Tom Winsor, Public Affairs Manager of the Montana Chamber of Commerce, moderated the first day's legislative panel.



Pat Downs, Coordinator of the Tour Division, Montana Travel Publicity, detailed tactics involved in making travel agent trips pay off in dollar returns.



Ott Tschache, District Director of the Small Business Administration, encouraged travel industry people to look into Small Business loans.



Susy Koch, President of Montana Travel Hosts, co-moderated the second day's panel discussions.



Rick Graetz, Publisher of "Montana Magazine," spoke on backpacking in eastern Montana.



Judy Rue, of McLeod, represented the Snowmobilers Association, speaking of the potential of snowmobiling to the travel industry.

# TOURISTS GO WHERE THE SCENERY IS

Legislators were told by a travel expert the other day that they shouldn't be stingy about spending money to lure tourists to the state.

The speaker, Harold Northrup, is in the resort business himself (down in Georgia), and has an understandable interest in tourism. As he pointed out, however, a brisk tourist business benefits a state as a whole, and not just resort owners, the motel industry and gas station operators. Those people may take in most of the tourist money initially, but then they spread it around among many others.

And tourism, while it may be big business, is a clean business, on the whole. Even the more dedicated environmentalists tend to find tourism tolerable.

Let's keep in mind also, however, what Northrup had to say about keeping the state attractive to tourists. He singled out scenic beauty as one of Montana's strongest selling points, and he advised the state to protect that beauty. Yellowstone Park Superintendent John Townsley said much the same thing: if Montana becomes casual about protecting its natural wonders, tourists are going to care less about spending their vacations in Montana.

Granted, the recent cold snap in some parts of the country, the drought out West, and the fuel picture that has emerged since the Arab oil embargo have convinced many Americans that they aren't going to be able to preserve the environment to the extent envisioned just a few years ago.

But the danger is that the pendulum will swing back too far and that Montana and other states will

not simply adjust to changing circumstances but will come under pressure to junk some of their progressive environmental legislation needlessly. The genuine energy problems the country is faced with can't be used as an excuse to undo everything that has been accomplished in this area in the past decade.

Travel expert Northrup is right. The legislature shouldn't pinch pennies in promoting tourism. At the least, it should preserve the state travel promotion budget intact, and reject the cut recommended by an appropriations subcommittee.

And the lawmakers also should remember Northrup's good advice about protecting the state's natural beauty.

(Reprinted from The Montana Standard, Butte, Montana, Friday, March 25, 1977.)

## SUNSET MAGAZINE DISCOVERS MONTANA

Sunset magazine recently announced that it has "crossed the Continental Divide" to add Montana, Wyoming, Colorado, and New Mexico to its basic subscription area.

This decision was reached after years of evaluating reader interest, editorial service needs, market growth, potential, and quality.

Since 1970, the mountain states have grown 19 per cent in population, three times the national average, surpassing other growing areas of the country. Personal income increased 76 per cent at the same time, a rate 37 per cent above the national average. Between 1972 and 1975, retail sales jumped 35 per cent; food sales 38 per cent, furniture sales 47 per cent; and appliance sales 42 per cent.

It is anticipated that increased awareness of Montana as a scenic vacation spot to the readership of Sunset (monthly circulation—1,389,000) will soon translate into dollars and cents for the third largest industry in the state.

## FALL TRAVEL POWWOW SET FOR BILLINGS

Montana's first mini-powwow between foreign travel agents and key state travel representatives will be held September 16 in Billings at the Metra in conjunction with the Trade Showcase '77.

Sponsored by the Montana Travel Promotion Unit in cooperation with United States Travel Service, this powwow is for YOU, the travel industry of Montana—an opportunity to sit down and talk with approximately 50 travel agents and wholesalers from places such as London, Paris, Mexico, Canada and Germany.

As part of your program be sure to include brochures and other promotional information for the agents to take home so they will be better equipped to promote travel to your area.

Clip and fill out the handy coupon and send it to the Travel Promotion

Unit, Helena, 59601, and get involved. Space will be on a reservation basis, so be sure to mail your coupon early for further information and details.

### MINI-POWWOW SEPT. 16, 1977 METRA, BILLINGS

- ☐ YES. I'm interested, reserve me a space.  
☐ YES. I'm interested, send me more information.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Send completed coupon to:

**TRAVEL PROMOTION UNIT  
DEPT. OF HIGHWAYS  
HELENA, MT 59601**



## TRAVEL CONFERENCE

(continued from page 1)

Josephine Brooker, Director of the Travel Promotion Unit, told of new dimensions in State Travel Marketing Plans with "Update Travel '77". She explained with a slide show how accurate records are kept to determine which magazines, with ads from the state, are most successful in bringing tourists to Montana. She then traced the tourist dollar as it is spent in the state.

Entertainment was provided by the Carroll College Carrolleers under the direction of Joseph Munzenrider. A film festival was presented and a travel film, "Montana Photo Safari," was premiered. This film will be shown nationwide in theatres this spring, with distribution by United Artists.

Tom Winsor, Montana Chamber of Commerce, moderated a Legislative Panel whose members were Senator Frank Dunkle (R-Helena), Representative Joe Tropila (D-Great Falls) and Representative J.D. Lynch (D-Butte). Questions were answered about various areas of interest to

the travel industry, including snowmobiling, outfitting, and hunting.

Pat Downs, Tour Division Coordinator, Travel Promotion Unit, gave a presentation on how to attract travel writers to specific attractions, and assure positive article responses.

John Townsley, the Superintendent of Yellowstone National Park, spoke on the topic "Yellowstone National Park in a Changing World." He said, "Yellowstone must expand to new uses that are compatible with the demands of the environment." Over two-thirds of park visitors enter through the Montana gates," noted Townsley.

Small business loans were highlighted, with "99% of all travel businesses eligible for these loans," said Ott Tschache, District Director of the Small Business Administration.

At the closing luncheon, Vern Koelzer of Bozeman announced that the Wally Byam caravan will be in Bozeman again this summer and pointed out how all of Montana will benefit from this economically.

## TRAVEL REPS MEET WITH GOVERNOR

Representatives from the Old West Trail Foundation met with Governor Thomas L. Judge in Helena recently to discuss future directions of tourism in the four-state area of Montana, Nebraska, North and South Dakota.

The tourism "good will" tour will include governors of the four states that make up the Old West Trail region.

Members of the group included Harold Schafer, President of the Gold Seal Company, which operates Medora, S.D.; John Amerman, President of Yellowstone Park Company; Irvine Bates, Montana-Dakota Utilities; Bob Helmer, President of the Old West Trail Foundation; Al Donohue of Great Falls' Heritage Inn and radio station KMON, Vice-president of the OWT Foundation; Josephine Brooker, Director of the Montana Travel Promotion Unit; and Gordon Hoven, the governor's alternate on the Old West Trail Regional Commission.



Travel Promotion Unit, Dept. of Highways, Helena, Montana 59601

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